

**Title: SYSTEM AND METHOD FOR FACILITATING DISTRIBUTION
 OF INCENTIVES FROM A MERCHANT TO A PARENT**

Abstract

[0063] A system for facilitating distribution of incentives from a merchant to a parent includes a financier and a merchant. The financier is in communication with the merchant, and the merchant is in communication with a subsidiary, which is financially related to a parent. The financier is configured to facilitate the receipt, maintenance and provision of incentive information regarding one or more incentives to be provided to the parent, where the incentive is configured to encourage one or more behaviors by said subsidiary. The merchant is configured to receive financial information from the subsidiary, forward the financial information to the financier, receive the incentive information from the financier, and provide one or more incentive to the parent. In various embodiments, the parent may be an employer or a guardian of the subsidiary, the merchant may be an airline, and the incentive may include a discount redeemable for travel services.